

Magazine: HOT ROD  
Issue: 1/00/84

Total Pages: 94

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 # 931 pg:20	18			OPP: "TABLE OF CONTENTS" & "MASTHEAD".
		SALEM+100 # 419 pg:19		
TOTAL CIGARETTE ADS = 2    TOTAL ADVERTISING =    \$49,379				

2040692272

Magazine: HOT ROD  
Issue: 2/00/84

Total Pages: 102

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		NEWPORT # 409 pg:20	N/B	
MARLBORO+100 # 928 pg:21	7			OFF: "NEW STUFF"
		WINSTON L # 194 pg:29		
		SALEM+L # 414 pg:45		
		CAMEL # 283 pg:56		
MERIT+M # 640 pg:BC	45			

TOTAL CIGARETTE ADS = 6    TOTAL ADVERTISING = \$146,529

2040692273

Magazine: HOT ROD  
Issue: 3/00/84

Total Pages: 122

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		NEWPORT # 409 pg:20	N/B	
		WINSTON # 455 pg:39		
MARLBORO+100 # 939 pg:57	6			OPP: "FLAMES TO FAME".
		SALEM+L # 415 pg:64		
PLAYERS 100+85M # 132 pg:73	8			OPP: "9:1 ENGINES".
		CAMEL L # 441 pg:80		

TOTAL CIGARETTE ADS = 6      TOTAL ADVERTISING = \$146,529

2040692274

Magazine: HOT ROD  
Issue: 4/00/84

Total Pages: 142

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		LUCKY FL+100FL # 112 pg19	N/B	COUPON: 50¢ OFF PACK.
		CAMEL L+CAMEL # 458 pg128		
MARLBORO+100 # 917 pg140	11			OPP: "BLOWER BASH".
		SALEM+100 # 428 pg169		
		WINSTON # 454 pg179		
MERIT UL+MUL # 149 pg196	16			OPP: "THE GREAT PRETENDERS".
TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = \$139,360				

2040692275

Magazine: HOT ROD  
Issue: 5/00/84

Total Pages: 148

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARL+100+L+100L # 946 pg:20-3	42		6PG BT	
		WINSTON L # 195 pg:46		
		SALEM L+100L # 222 pg:57		
		CAMEL L # 499 pg:76-77	SP	
		NEWPORT # 417 pg:107	N/B	
PLAYERS 100+85M # 135 pg:BC	40			

TOTAL CIGARETTE ADS = 6    TOTAL ADVERTISING = \$288,234

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2040692277

Magazine: NOT ROD  
Issue: 7/00/84

Total Pages: 126

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		NEWPORT+100 # 424 pg:20		
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N/B

		WINSTON L # 197 pg:12		
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MARLBORO+100 # 954 pg:52	11			OFF: "HAULIN' CATS."
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PLAYERS 100+85M # 139 pg:64	11			OFF: "1984 IROC."
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		CAMEL L # 510 pg:10		
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TOTAL CIGARETTE ADS = 5      TOTAL ADVERTISING = \$122,945

2040692278

Magazine: HOT ROD  
Issue: 9/00/84

Total Pages: 118

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M # 661 pg:20-PG1	14		SP	
		WINSTON # 459 pg:16		
MARLBORO+100 # 961 pg:25	8			OPP: "RODDIN' AT RANDOM".
		SALEM+100 # 435 pg:37		
		NEWPORT+100 # 425 pg:58-59	CS	
			N/B	
		CAMEL # 290 pg:30		

TOTAL CIGARETTE ADS = 6    TOTAL ADVERTISING = \$189,332

2040692279

Magazine: NOT ROD  
Issue: 9/00/84

Total Pages: 122

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		LUCKY L+100L # 102 pg:20-201	SP N/B	
		SALEM+100 # 431 pg:16-17	SP	
		KOOL+MILDS # 543 pg:25	N/B	
		CAMEL L # 496 pg:66-67	SP	
PLAYERS 100+85M # 140 pg:30	53			OPP: "BACKYARD BONUS".

TOTAL CIGARETTE ADS = 5      TOTAL ADVERTISING = \$184,987

2040692280

Magazine: HOT ROD  
Issue: 10/00/84

Total Pages: 134

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		SALEM+100 # 428 pg12C		
		KOOL+MILDS # 543 pg17		
			N/B	
		WINSTON L # 196 pg119		
		LUCKY L+100L # 101 pg137		
			N/B	
MARL+100+L # 982 pg147	9			OFF: "SUPER NATIONALS '84".
		CAMEL L # 513 pg164		
MERIT+M # 665 pg18C	77			

TOTAL CIGARETTE ADS = 7    TOTAL ADVERTISING = \$168,170

2040692281

Magazine: HOT ROD

Issue: 11/00/84

Total Pages: 102

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERITIM # 666 pg:4	10			OPP: "HASTHEAD" & "STARTING LINE".
		WINSTON L # 200 pg:13		
		SALEM+100 # 449 pg:21		
		LUCKY L+100L # 103 pg:30-31	1/2 SP N/B	
		CAMEL L # 512 pg:57		
PLAYERS 100+85M # 142 pg:BC	44			

TOTAL CIGARETTE ADS = 6      TOTAL ADVERTISING = \$150,949

2040692282

Magazine: HOT ROD  
Issue: 12/00/84

Total Pages: 114

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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	1	KOOL+MILDS # 550 pg:2-3	SP	
MARLBORO L # 370 pg:13-15	9		3PG U	OPP: "RODDIN".
		WINSTON # 463 pg:26		
		SALEM+L # 450 pg:39		
		CAMEL # 294 pg:56-57	CS	
MERIT # 669 pg:74	16			OPP: "RAT TRAP".
		LUCKY L # 104 pg:91	N/B	
PLAYERS 100+85M # 143 pg:BC	22			

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = \$288,223

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